News Releases
Government of Newfoundland and Labrador - Canada

Tourism, Culture and Recreation
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People in Downtown Toronto Get Carried Away
With Newfoundland and Labrador Tourism Promotion

A mobile piece of Newfoundland and Labrador's tourism marketing efforts will cruise the streets of Toronto over the next three weeks in the form of Newfoundland and Labrador Tourism's Get Carried Away vehicle.

The vehicle, which looks like a regular taxi on the outside, features a variety of provincial promotional material – in various formats – on the inside. The 'taxi' will be offering free rides inside a cool, spacious, air controlled interior to pedestrians in the downtown Toronto core.

The Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation, said the idea is to promote the province as a tourism destination by providing an opportunity to be 'carried away' to Newfoundland and Labrador – away from Toronto's high temperatures and smog – while experiencing some friendly Newfoundland and Labrador hospitality.

"This is a chance to have some fun with our tourism marketing campaign and give people a taste of Newfoundland and Labrador," said Minister Jackman. "The vehicle is a great way to convey our creativity, friendliness, and hospitality, at a time when people dealing with the peak summer season in Toronto could really use some comfort."

Passengers will have the chance to escape to Newfoundland and Labrador for a refreshing drive of up to 15 minutes anywhere within the areas of St. Clair Avenue to Lakeshore Boulevard, and Bathurst to Parliament Street.

The interior of the roomy Crown Victoria has been retrofitted to provide quality and comfort – from cool filtered fresh air, down to bottled Newfoundland and Labrador spring water. There is also a touch screen TV where passengers can watch eye-catching footage of the province.

Melanie Mooney is the Get Carried Away vehicle's driver; a friendly and knowledgeable Newfoundlander and Labradorian with a background in film and theatre. She will provide answers to any questions about visiting the province as she drives passengers to their destinations.

The Get Carried Away vehicle runs on natural gas, and Newfoundland and Labrador Tourism will purchase carbon offsets to neutralize emissions for every kilometre driven. In partnership with WestJet, passengers will also have a chance to win a trip for two to Newfoundland and Labrador. For more details visit: www.getcarriedaway.ca.

Photo #1: As a part of Newfoundland and Labrador's tourism campaign, this "Get Carried Away" vehicle will offer free rides to pedestrians in the downtown Toronto area.

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